Disney

D100
LICENSING DISNEY FACET PREMIUM PACKAGING

1213797 - Version 01

May be used for Packaging, Product Development, Branding, and Marketing.

DEVELOPED BY
NA

ON SHELF
DEC 2022

PACKAGING GUIDE

GLOBAL

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BRANDING TIMELINE

2022 2023

PRODUCT SET DATE

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

PRIMARY COLORS

MATTE METALLIC

METALLIC

ACCENT COLORS

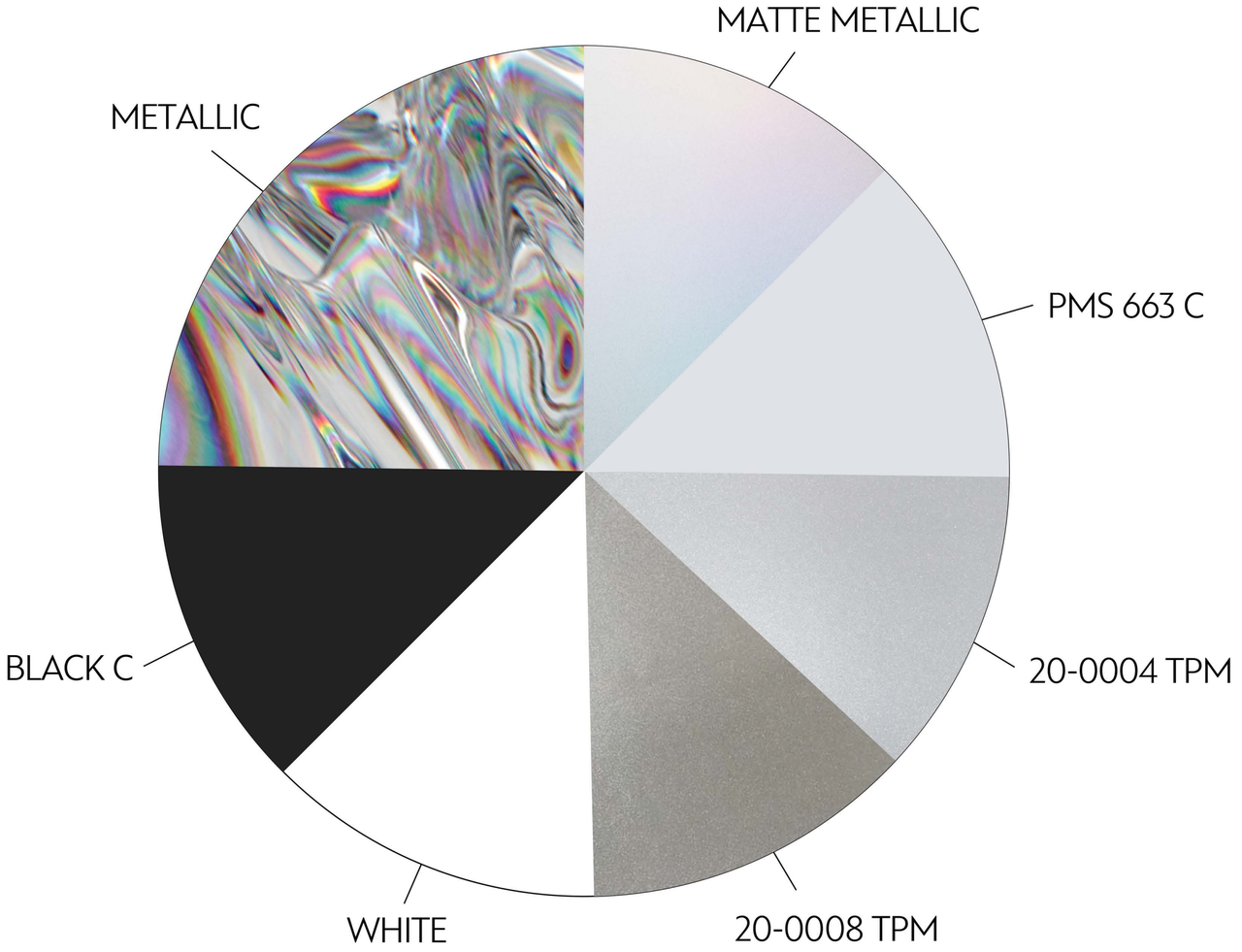
Pantone® BLACK C

WHITE

PLATINUM
Pantone® 663 C
C 05 M 06 Y 00 K 00
R 229 G 225 B 230
HEX COLOR #E5E1E6

Pantone®
20-0004 TPM

Pantone®
20-0008 TPM



All information contained in this guide is for 2-D product development use only.

Note: Due to variations in monitors and viewing environments, images in this Style Guide may not be color correct. Colors shown throughout this Style Guide are not intended to match the PANTONE® color standards. Please refer to the PANTONE® color call-outs for color reference. The standards for PANTONE colors can be found in the current edition of the PANTONE Color Formula Guide. Whichever printing process or materials you use, please match your colors to the PANTONE numbers for coated stock listed throughout this Portfolio. PANTONE is a registered trademark of Pantone, Inc.

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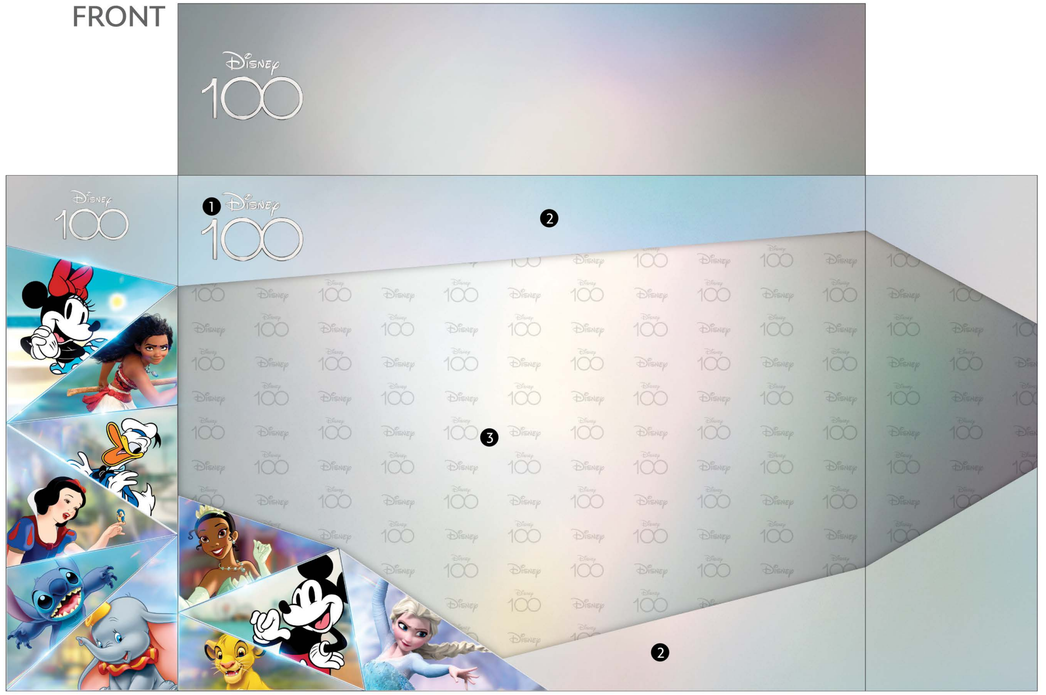
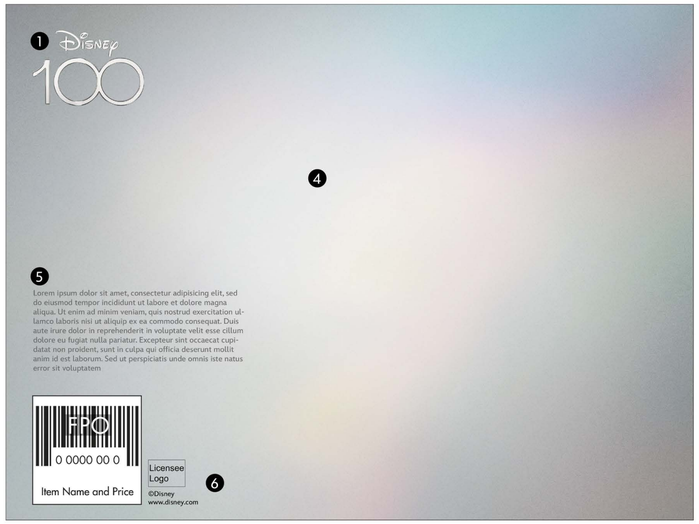
BASIC: WINDOW BOX

FRONT



BACK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Licensee Logo
Item Name and Price
©Disney
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1213797_WX001.ZIP
NOTE: File should be built to best fit the product.

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY TRADE DRESS - Select from page 19
3. PROPERTY LINER - 1213797_LR001.PSD
4. PROPERTY BACKGROUND - 614418_BK001.PSD
5. PRODUCT DESCRIPTION
6. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

Note:
Assets on this page are provided in RGB. Once the size of the asset has been adjusted to fit the printing needs, please flatten the file in Photoshop and convert to CMYK.

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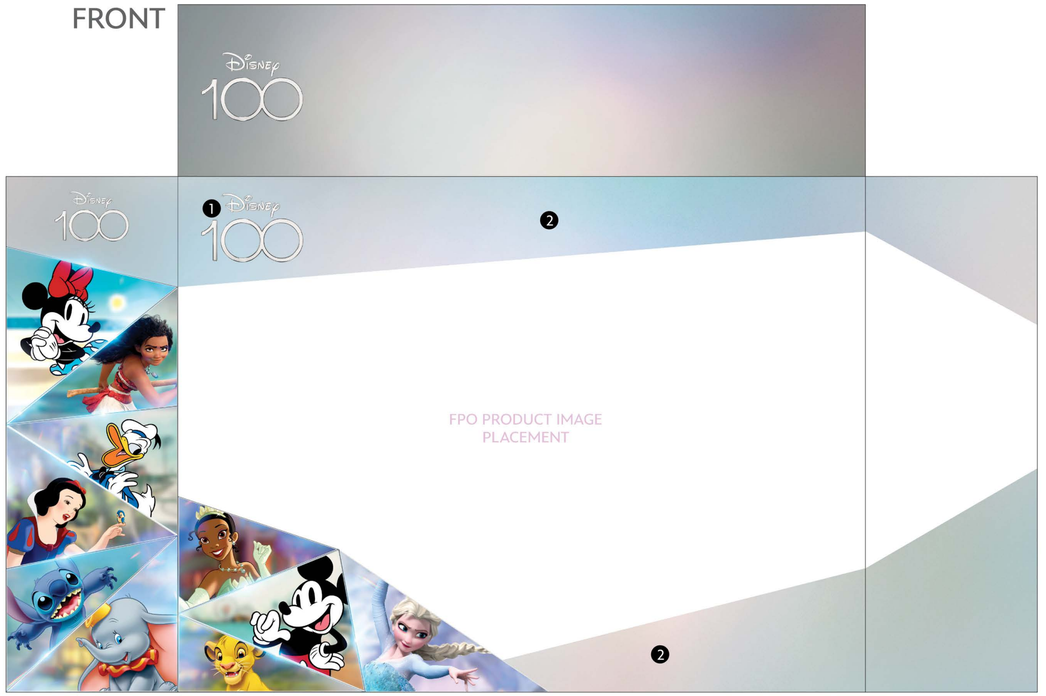
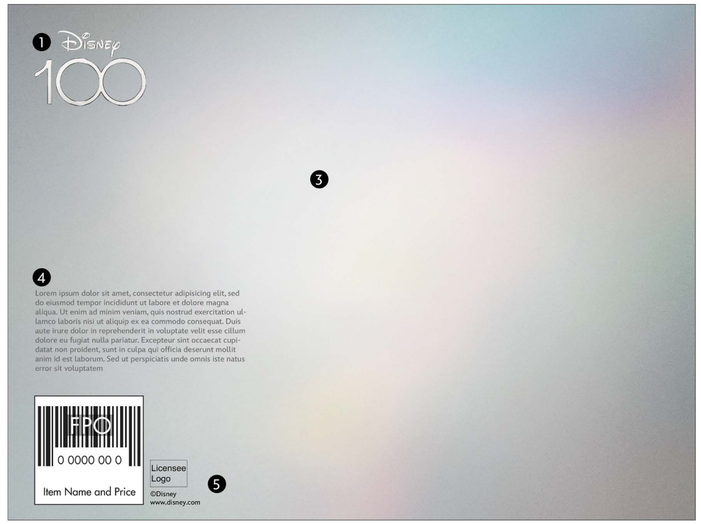
BASIC: CLOSED BOX

FRONT



BACK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5

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY TRADE DRESS - Select from page 19
3. PROPERTY BACKGROUND - 614418_BK001.PSD
4. PRODUCT DESCRIPTION
5. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product
feature call-out snipes to a maximum of 3.

1213797_CB001.ZIP
NOTE: File should be built to best fit the product.

Note:
Assets on this page are provided in RGB. Once the size of the asset has been adjusted to fit the printing needs, please flatten the file in Photoshop and convert to CMYK.

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BASIC: CLOSED BOX

1 PROPERTY LOGO - 614418_LG001.PSD

2 PROPERTY BACKGROUND - 614418_BK001.PSD

3 PRODUCT DESCRIPTION

4 LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

1213797_CB002.ZIP
NOTE: File should be built to best fit the product.

Note:
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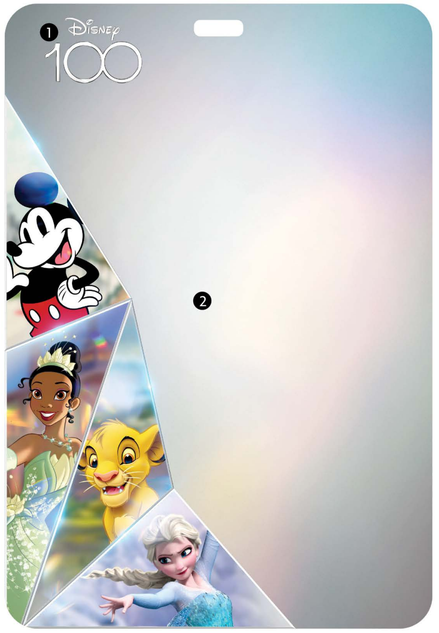
BASIC: BLISTER CARDS

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. PRODUCT DESCRIPTION
4. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product
feature call-out snipes to a maximum of 3.

FRONT



BACK

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4
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Item Name and Price

1213797_BS001.ZIP

Note:
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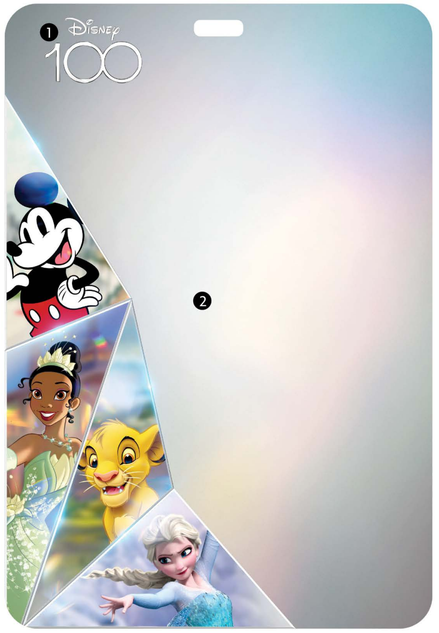
BASIC: BACKER CARDS

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. PRODUCT DESCRIPTION
4. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product
feature call-out snipes to a maximum of 3.

FRONT



BACK

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4
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Item Name and Price

1213797_BC001.ZIP

Note:
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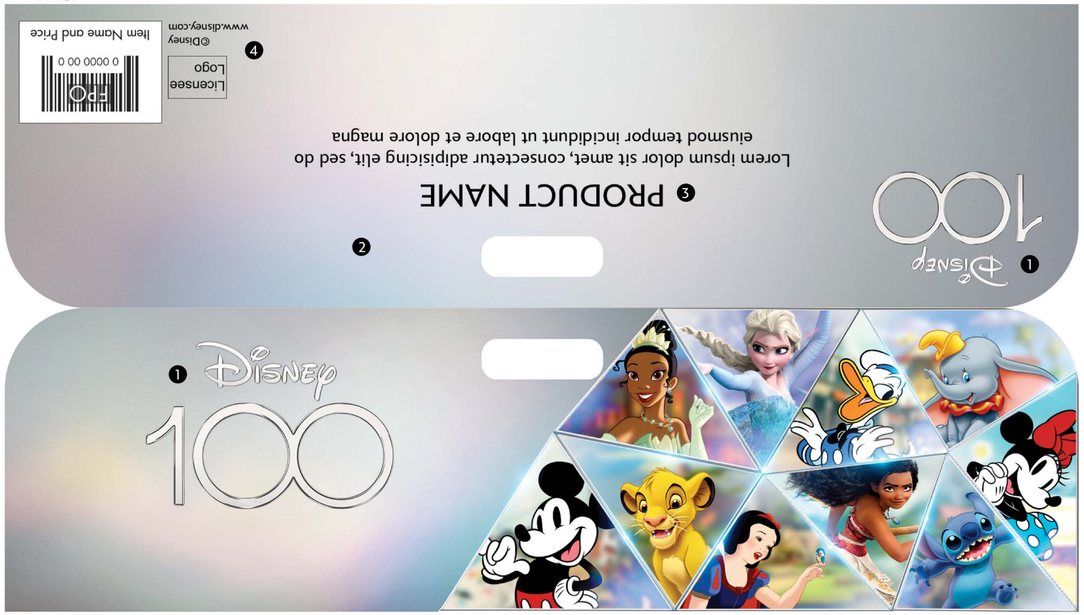
BASIC: HEADER CARDS

BACK



FRONT

1213797_HD001.ZIP

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. PRODUCT NAME & DESCRIPTION
4. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

1213797_HD002.PSD

ALTERNATIVE PRODUCT IMAGE PLACEMENT

Note:
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BASIC: HANG TAGS

THE 2.5” X 4” AND 2.5” X 2.5” TEMPLATES ARE DESIGNED AS 1-PIECE 2-SIDED HANG TAGS. MODIFY TEMPLATES FOR FOLDED HANG TAGS AS NEEDED.
THE 7.5” X 2.5” TEMPLATES ARE DESIGNED AS 3-SIDED MULTI-FOLD TEMPLATES. MODIFY AS NEEDED FOR MORE OR LESS PANELS.

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. PRODUCT DESCRIPTION
4. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product
feature call-out snipes to a maximum of 3.

FRONT

BACK

1213797_HT002.ZIP

Finish Size: 2.5" (w) × 4" (h)

FRONT

BACK

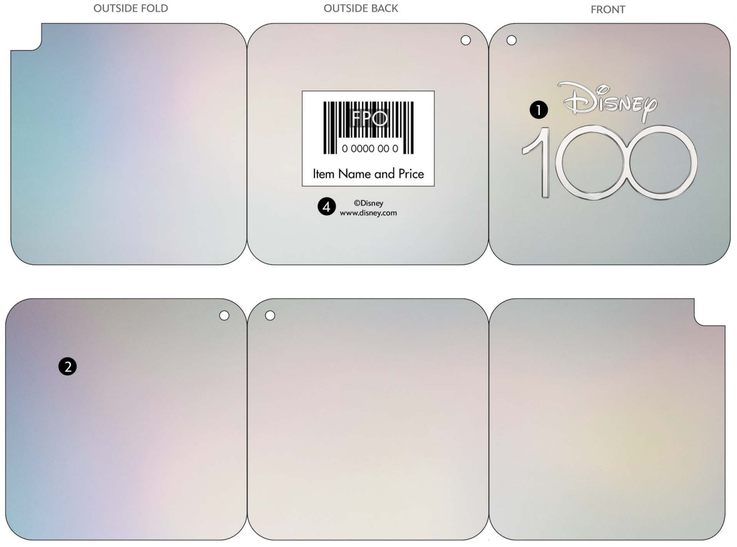
1213797_HT003.PSD

Finish Size: 2.5" (w) × 2.5" (h)

OUTSIDE FOLD

OUTSIDE BACK

FRONT



1213797_HT001.PSD

Finish Size: 7.5" (w) × 2.5" (h)

Note:
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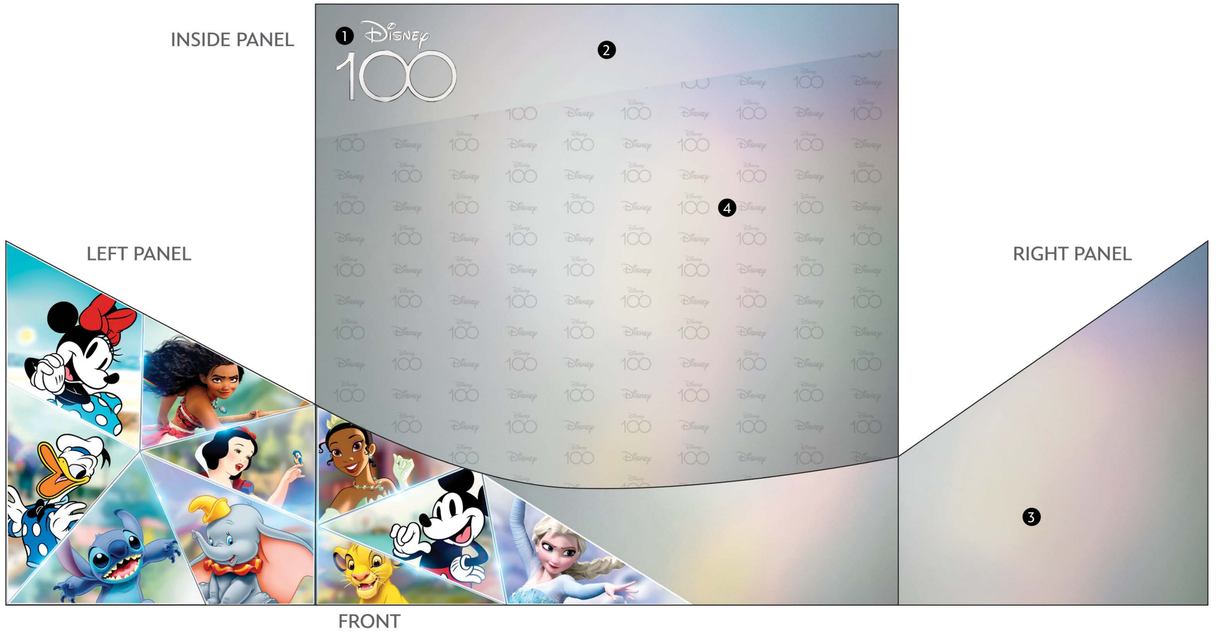
BASIC: L-TRAY


INSIDE PANEL
LEFT PANEL
RIGHT PANEL
FRONT
BACK PANEL
PRODUCT IMAGE
PRODUCT NAME
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0 0000 00 0
Item Name and Price

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY TRADE DRESS - Select from page 19
3. PROPERTY BACKGROUND - 614418_BK001.PSD
4. PROPERTY LINER - 1213797_LR001.PSD
5. PRODUCT NAME & DESCRIPTION
6. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

1213797_LT001.ZIP
NOTE: File should be built to best fit the product.

Note:
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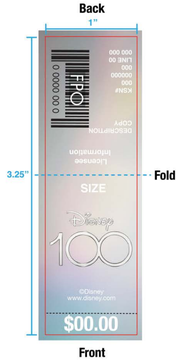
FASHION & HOME: NECK LABELS

1. FONT: 10pt Futura Book
2. FONT: 6pt Futura Book

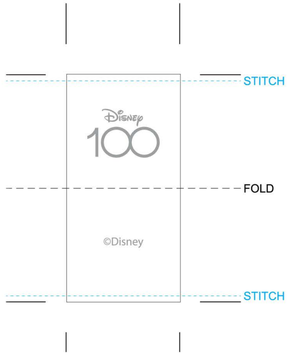
NOTE:
Please utilize either the Disney or the property logo. Not both.

JOKER TAG



614418_JT001.AI

SEWN IN LABEL



614418_NL001_2.AI
Cut & loop Damask sewn in label.
Finish Size: 28mm × 28mm
Single Color

HEAT SEAL

614418_HL001_2.AI
Light ground color heat seal
Sizing instructions provided in download
Single Color

614418_HL002_2.AI
Dark ground color heat seal
Sizing instructions provided in download
Single Color

Pantone® 422 C
$C_{41}M_{31}Y_{32}K_{00}$
$R_{158}G_{161}B_{162}$

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FASHION & HOME: ACCESSORY CARDS

FRONT

BACK
1213797_AC001.PSD

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

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FASHION & HOME: J-CARD

Item Name and Price
0 0000 00 0
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4
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem
3 PRODUCT NAME
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3 PRODUCT NAME

1213797_JC001.ZIP

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. PRODUCT NAME & DESCRIPTION
4. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product feature call-out snipes to a maximum of 3.

Note:
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FASHION & HOME: BEDDING

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY TRADE DRESS - 614418_TD001.PSD
3. PROPERTY BACKGROUND - 614418_BK001.PSD
4. PRODUCT NAME & DESCRIPTION
5. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product
feature call-out snipes to a maximum of 3.

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4 PRODUCT NAME
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2

1213797_BE001.ZIP

Note:
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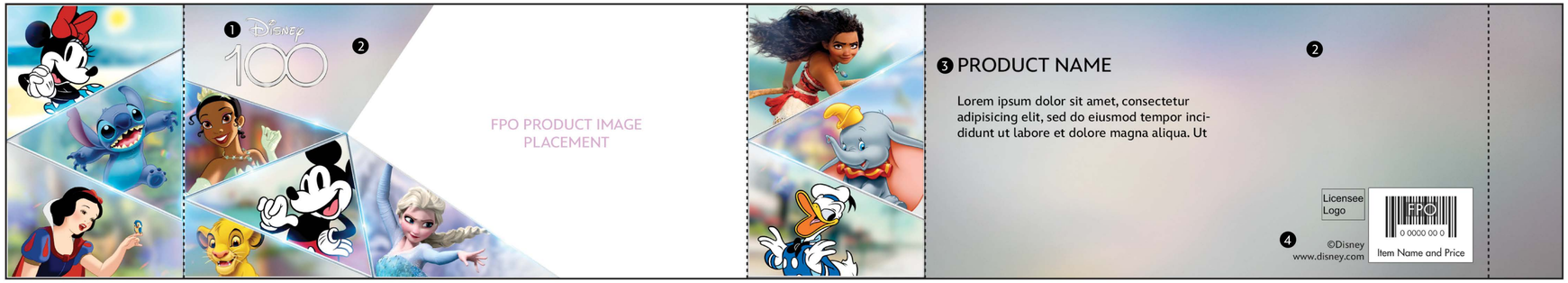
FASHION & HOME: BELLY BAND

BLANKET CARDS THAT HAVE BRANDING MUST BE ACCOMPANIED BY A HANG TAG WITH REQUIRED LEGAL CALL-OUTS.

1. PROPERTY LOGO - 614418_LG001.PSD
2. PROPERTY BACKGROUND - 614418_BK001.PSD
3. PRODUCT NAME & DESCRIPTION
4. LEGAL AND URL CALL-OUT - See page 34

NOTES:
Please limit the number of product
feature call-out snipes to a maximum of 3.



1213797_BB001.ZIP

Note:
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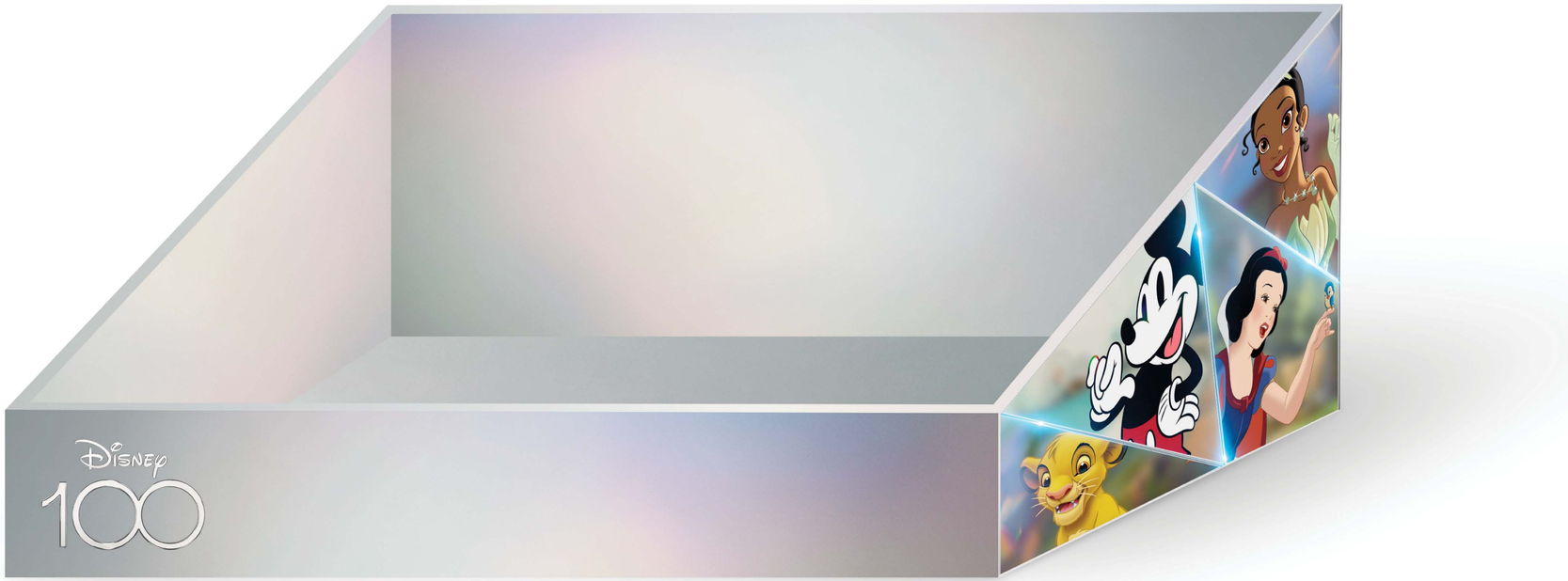
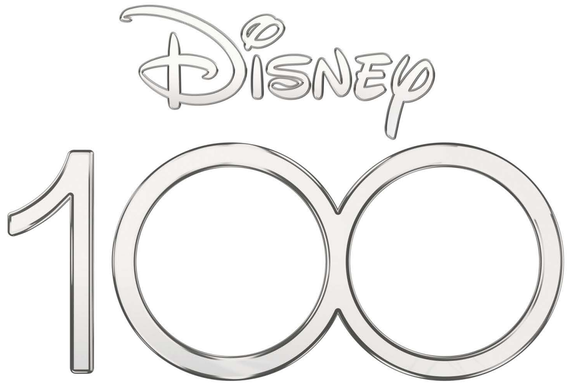
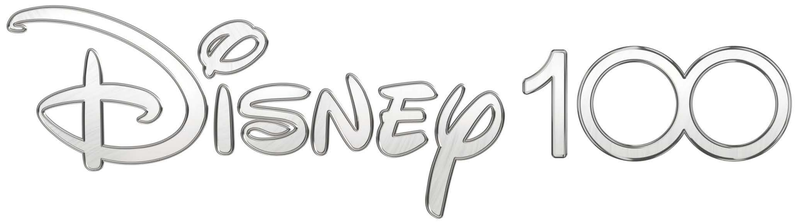
RETAIL DISPLAY: INSPIRATION ONLY



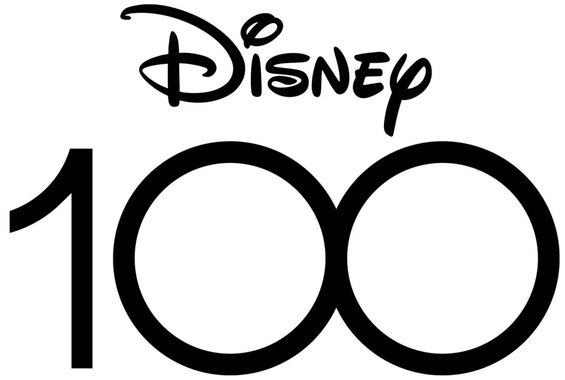
©Disney



614418_LG001.PSD

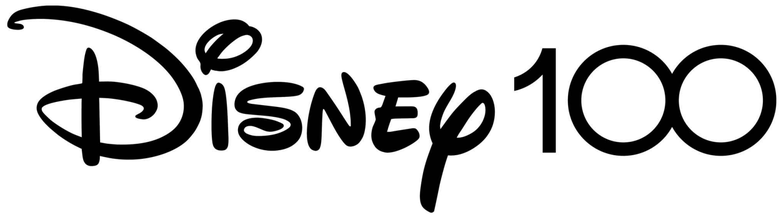


614418_LG002.PSD



B/W Black Vector Logo

614418_LG003.AI



B/W Black Vector Logo

614418_LG004.AI

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USE INSPIRE BLACK 14PT (ALL CAPS) FOR HEADLINE TYPE

Use Inspire Roman 12pt for informational type

614418_TD002.PSD
For use on top of packaging

614418_TD001.PSD
For use on bottom of packaging

©Disney

ELEMENTS: SNIPES AND ICONS

SNIPES

USE INSPIRE BLACK 14PT (ALL CAPS) FOR HEADLINE TYPE

Use Inspire Roman 12pt for informational type

614418_SN001.PSD

614418_SN002.PSD

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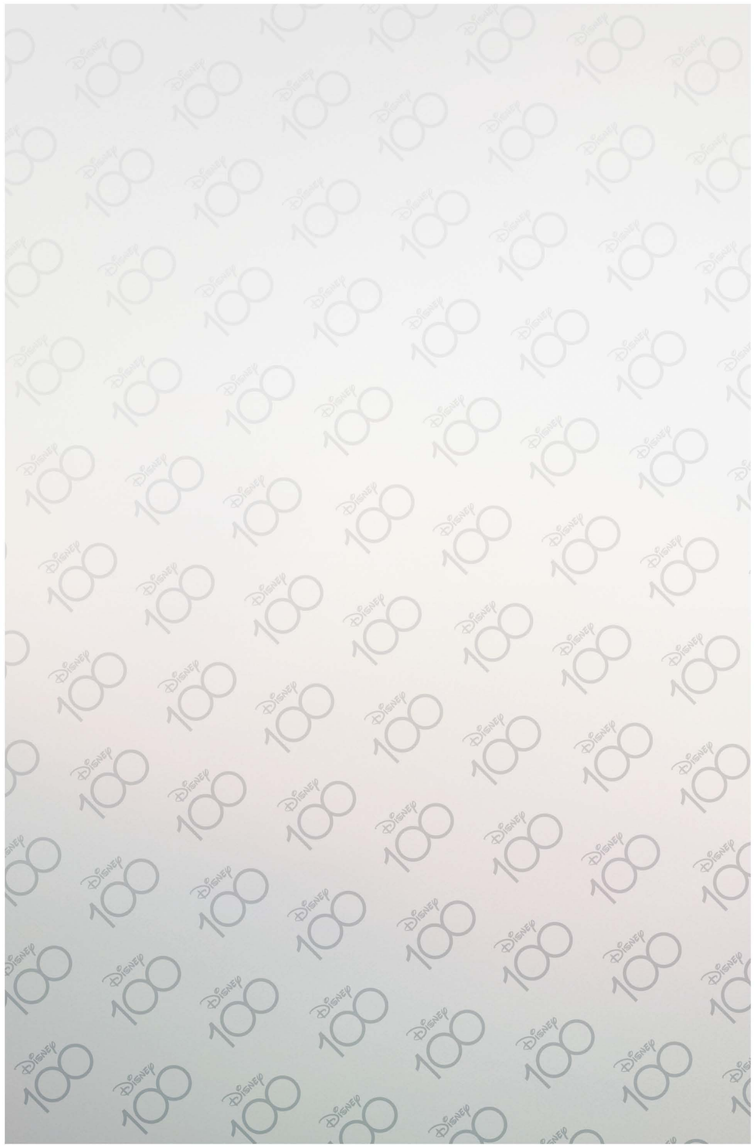
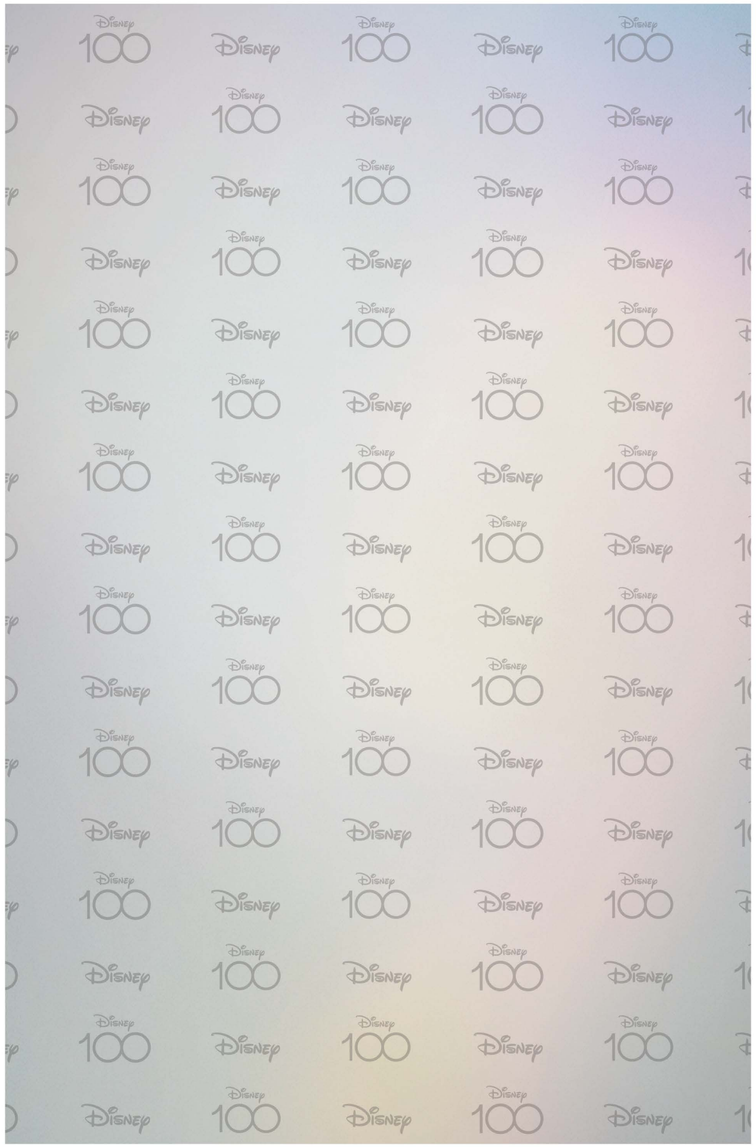
ELEMENTS: LINERS

614418_LR001.PSD

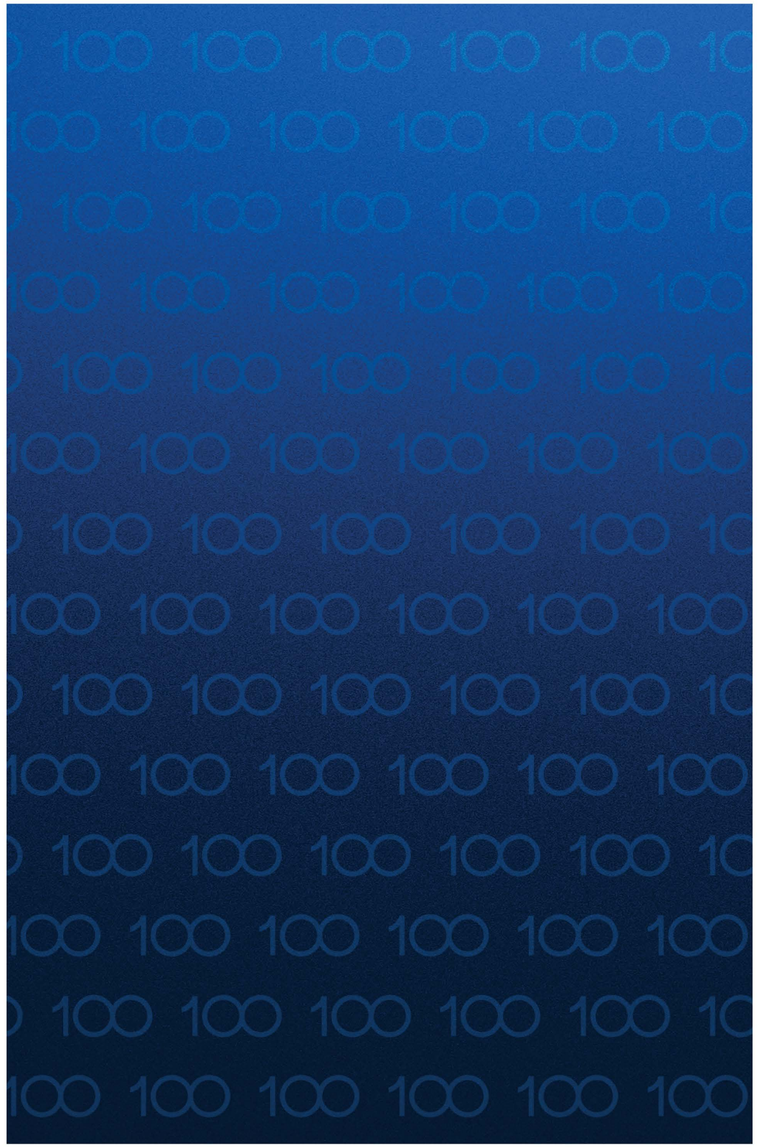


614418_LR002.PSD

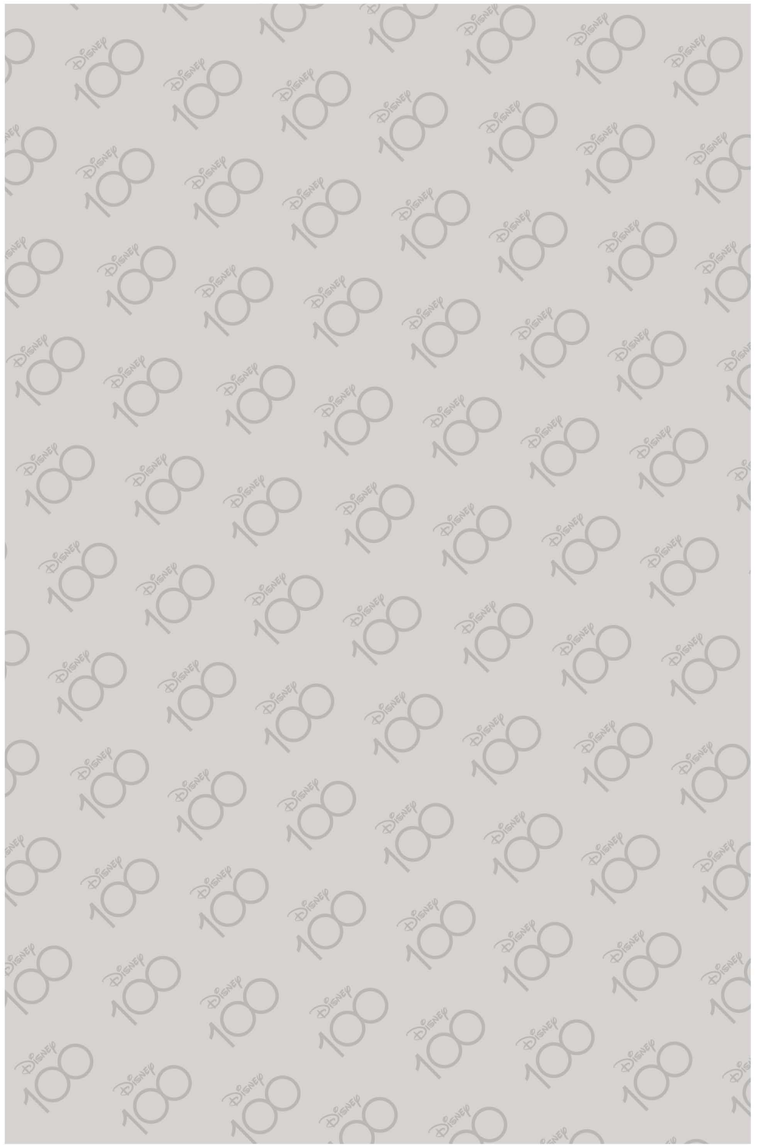


1213797_LR001.PSD

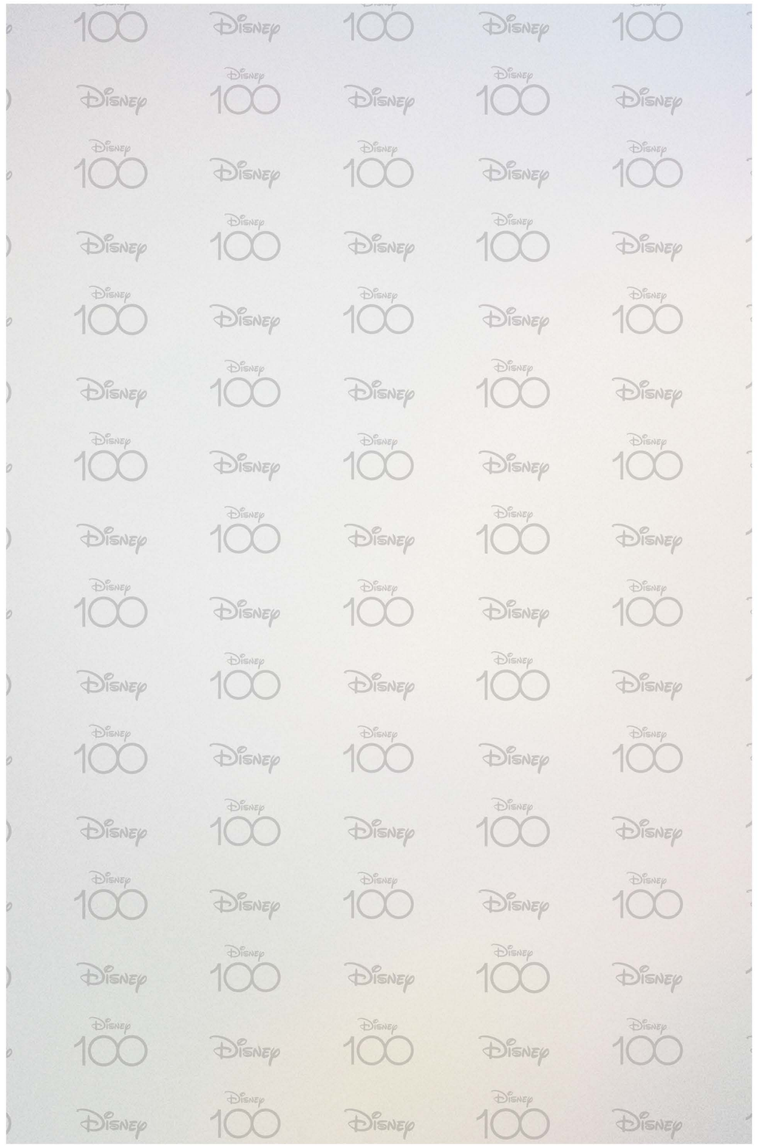
ELEMENTS: PATTERNS



614418_PN003.PSD



614418_PN002.PSD



1213797_PN001.PSD

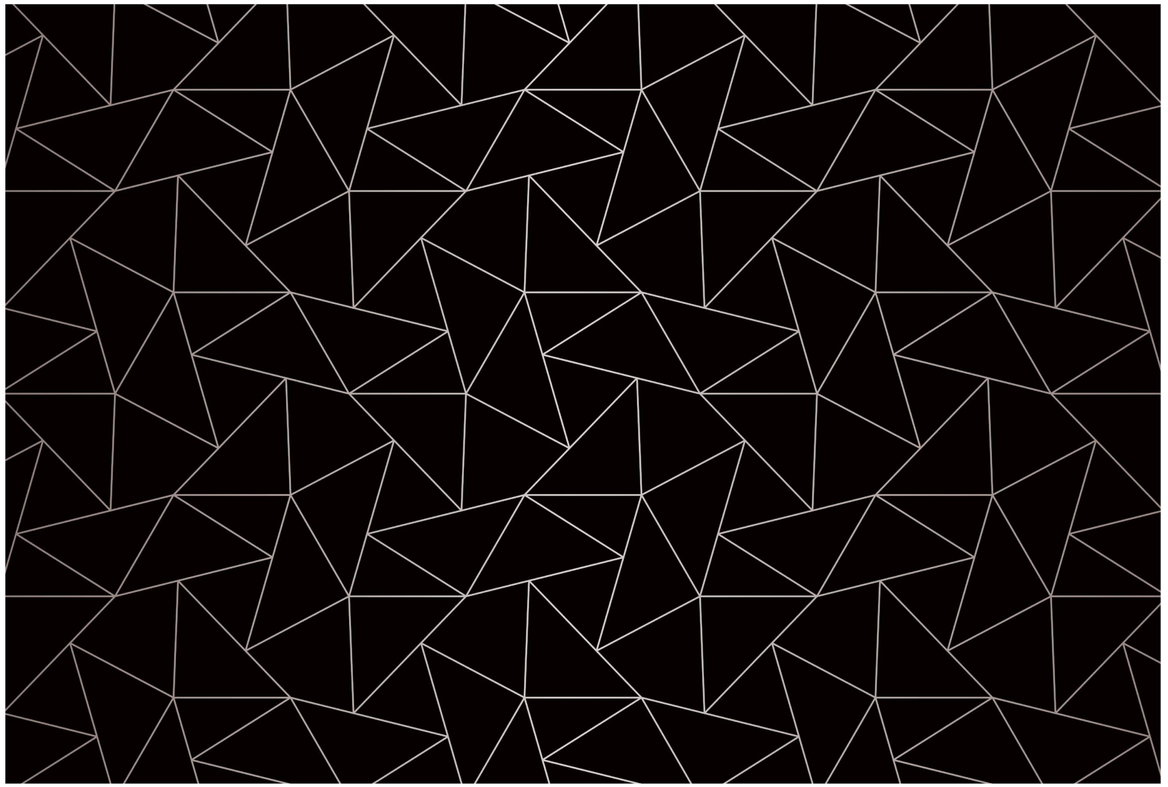
©Disney

ELEMENTS: PATTERNS

614418_PN005.PSD

614418_PN004.PSD

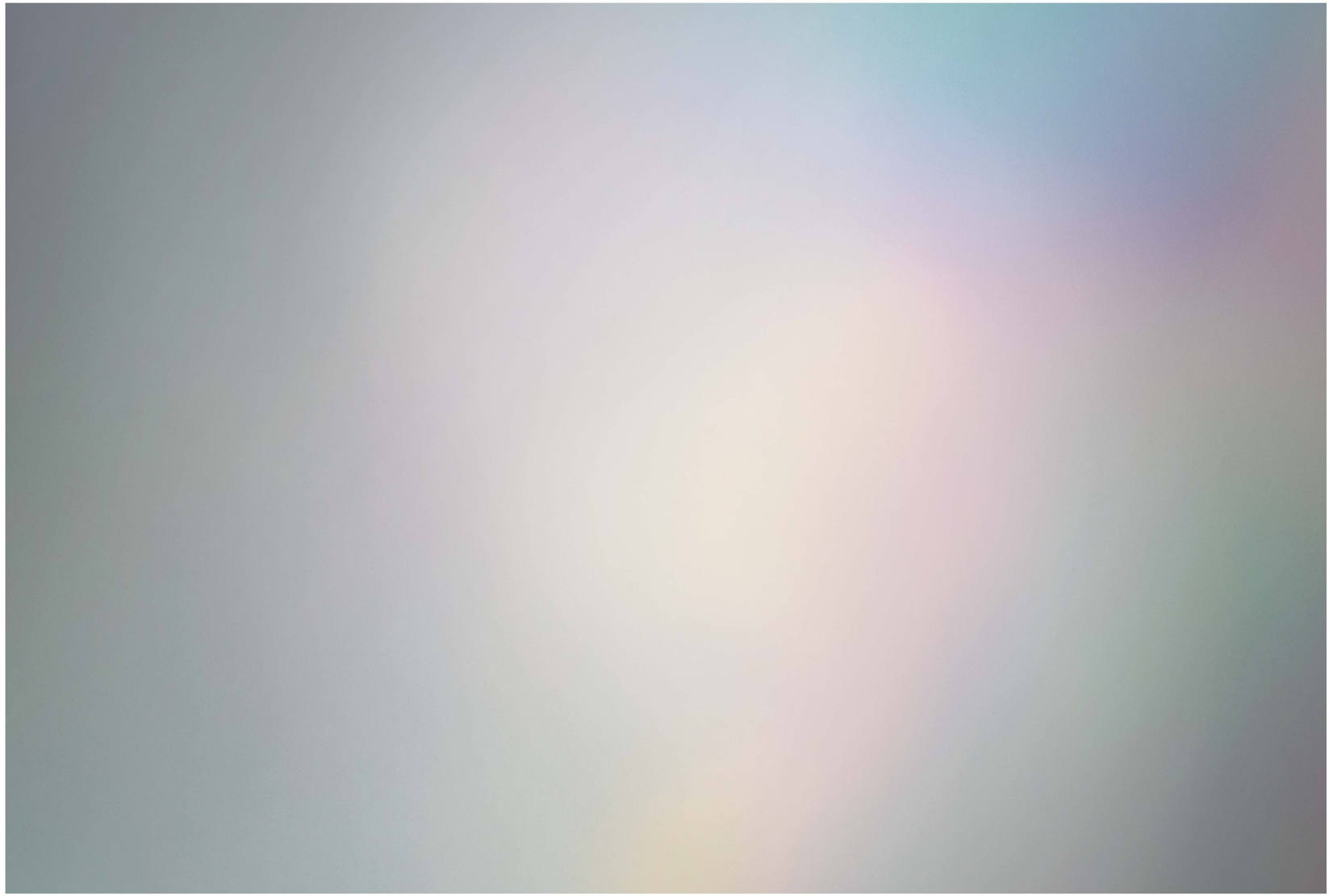
ELEMENTS: PATTERNS



614418_PN001.PSD

©Disney

ELEMENTS: BACKGROUND



614418_BK001.PSD

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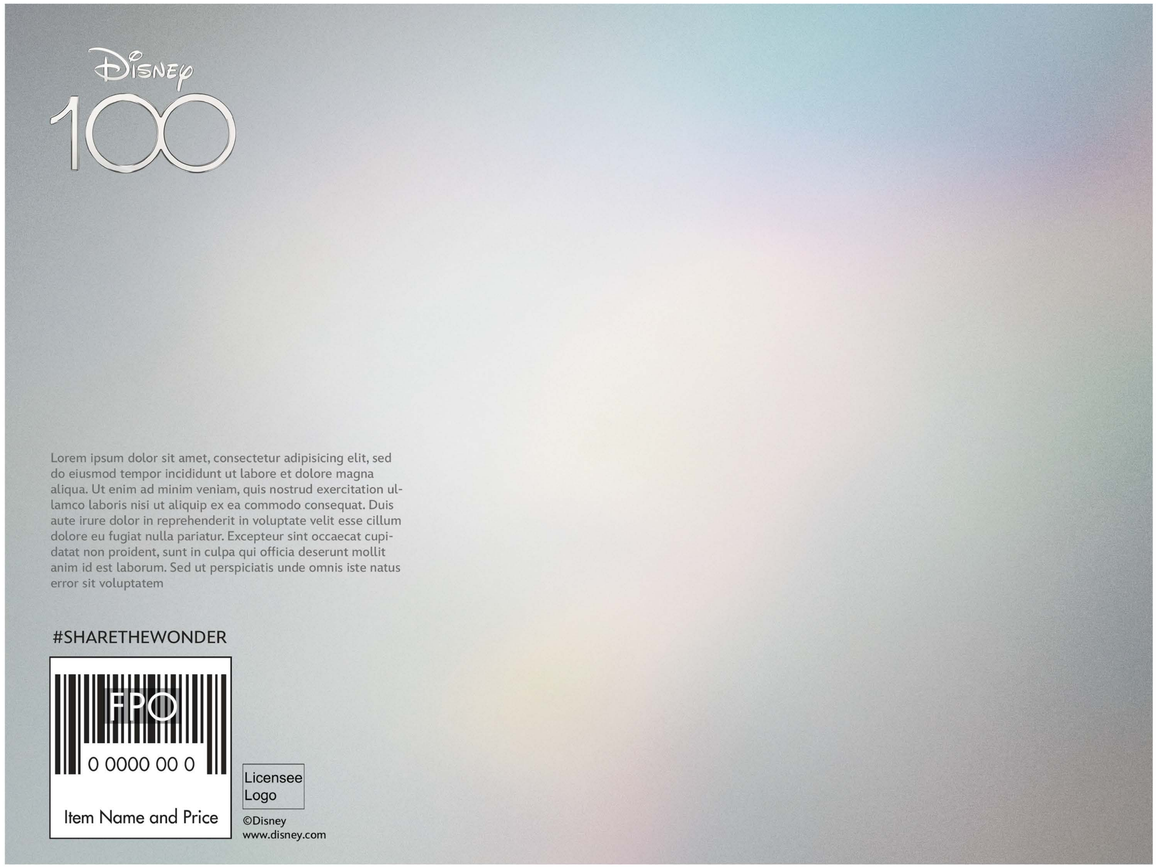
ELEMENTS: HASHTAGS

The following hashtag must appear above the UPC area on all packaging: #SHARETHEWONDER

Note: All packaging must include hashtag information in Inspire Medium black across the width of the UPC and should never appear smaller than 10pt. when viewed at 100%.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
#SHARETHEWONDER
FPO
0 0000 00 0
Item Name and Price
Licensee Logo
©Disney
www.disney.com


Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem
#SHARETHEWONDER
FPO
0 0000 00 0
Item Name and Price
Licensee Logo
©Disney
www.disney.com

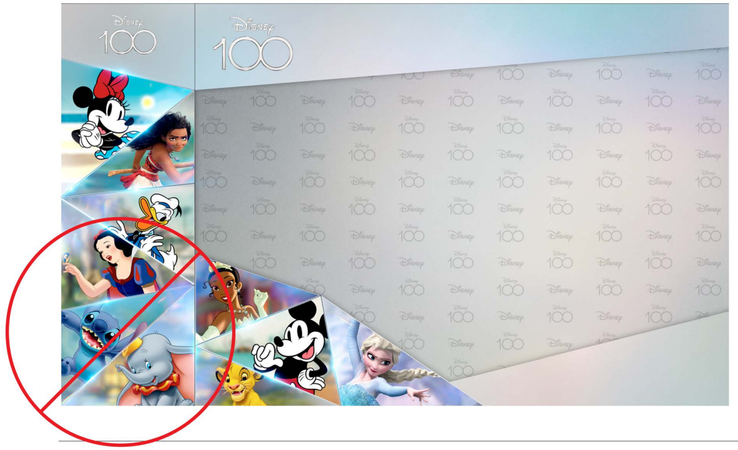
The hashtag and phrase “#sharethewonder” may not be used in connection with food and beverage products in the United States and must be removed from all such packaging and marketing.

DO

Follow character art positioning, scaling and usage as shown in the guide.
Use characters with their supplied backgrounds, frames and effects.

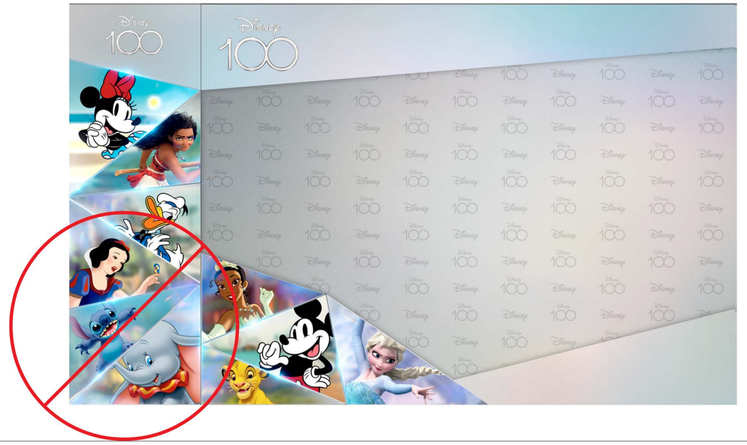
DON’T

Flip character art or place character art pointing at other characters.



DON’T

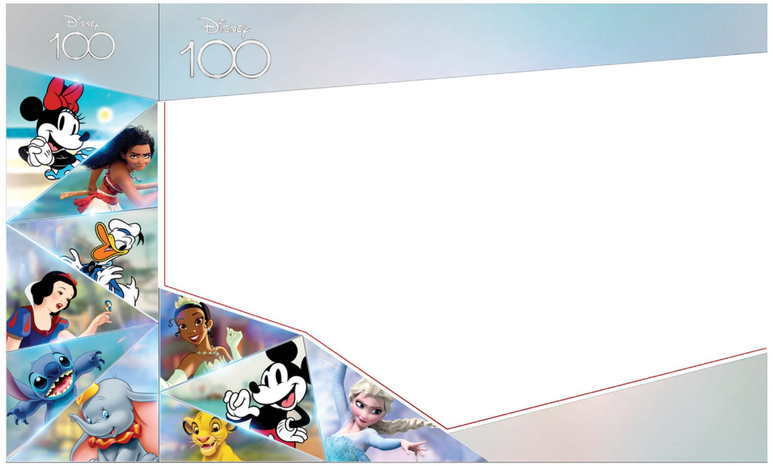
Scale character art too large or too small.



©Disney

DO

Keep facets connected along angles.
Follow facet angles and corners for die-cuts.
Keep outer frames visible around each character facet.



DON’T

Crop facet corners.
Remove frame around facets.

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DO

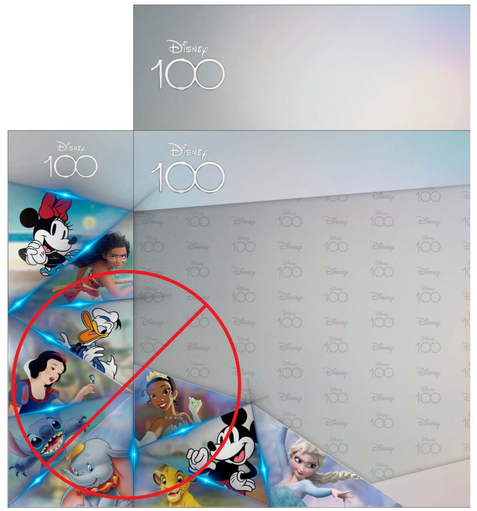
Convert RGB assets to CMYK once they have been adjusted to fit layout. Flatten the entire file in Photoshop and convert from RGB to CMYK.

DON'T

Convert RGB assets to CMYK before ALL layers have been flattened. All layered effects will NOT look or print correctly.

DON'T

Flatten facet effects layer independently. Effects will NOT look or print correctly.



***Assets are provided in RGB. Once assets have been adjusted to fit layout, flatten the file in Photoshop and convert to CMYK.**

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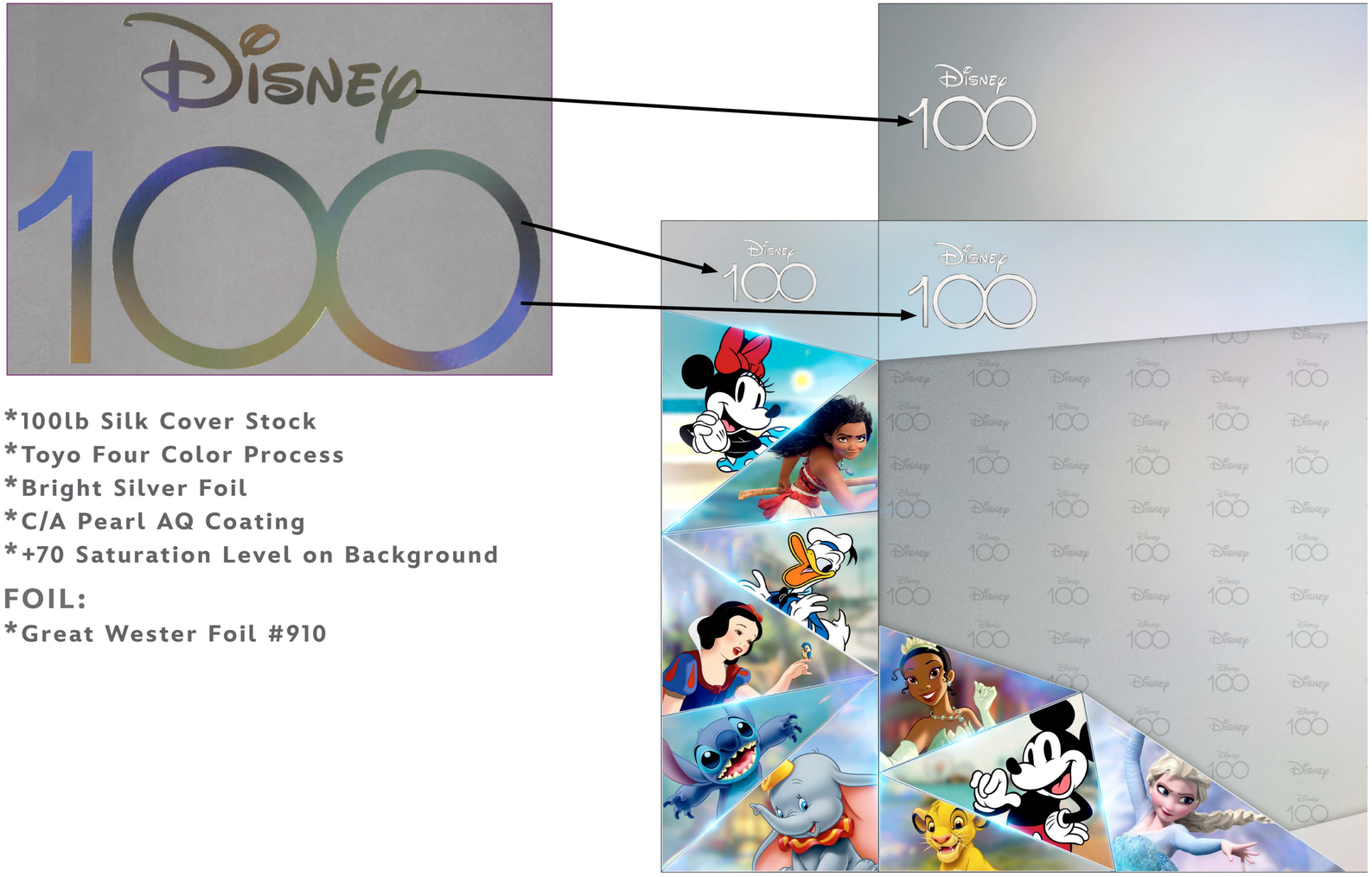
DO

Follow printing guidelines listed below for all packaging, including liners.
Disney 100 logo prints in foil. Use 614418_LG003 to create foil plate.



***100lb Silk Cover Stock**
***Toyo Four Color Process**
***Bright Silver Foil**
***C/A Pearl AQ Coating**
***+70 Saturation Level on Background**

FOIL:
***Great Wester Foil #910**

©Disney

DO

Follow printing guidelines listed below for all packaging, including liners.
Disney 100 logo prints 4/C. Use 614418_LG001 for print file.

***100lb Silk Cover Stock**
***Toyo Four Color Process**
***C/A Pearl AQ Coating**
***+70 Saturation Level on Background**

©Disney

SUSTAINABLE PACKAGING GUIDANCE

DESIGN OPTIMIZATION

Designed for Experience
- Consider a positive “opening experience”
- Package components automatically separate when consumer opens
- Packaging can become part of product or craft/reuse option

Designed for Efficiency
- Single-component die line
- Using less material overall and avoiding excess headspace/airspace

Designed to Reduce Plastic Use
- Paper tape seals, tear strips or paper locking tabs
- Reinforced paper hooks or thicker paper hooks
- Paper-based materials to secure product (e.g., paper twine, tab lock-in)
- Use photos to showcase small items and contain in packaging structure
- Package self tabs into product
- Design die line so products are contained without attachments
- Minimal use of adhesives and tape

RESPONSIBLE SOURCING

Material Selection
- Selecting paper-based materials over plastic
- Using recycled content (>30% ideal for plastic; 100% for paper)
- Using recovered ocean plastic/ocean-bound recycled plastic
- Certified home compostable materials

Certified Materials
- Using materials that have sustainability certifications from third parties
  Paper: FSC, PEFC, SFI

  Plastics: Global Recycled Standard, Recycled Claim Standard, SCS Certified Recycled Content

EFFECTIVE RECOVERY

Encouraged Packaging Formats
- Open Box/closed box
- Hangtags/stickers
- Backer Cards/header cards/wraps
- Molded Fiber/pulp
- Metal/aluminum/steel containers

Encouraged Adhesives, Attachments, Inks
- Paper labels or direct printed graphics
- Reduced ink coverage/digital printing
- Soy or vegetable-based inks

DISCOURAGED PACKAGING FORMATS

Formats that are challenging to recycle
- Plastic bottles (especially travel size bottles under 3 inches)
- Paper box with plastic window
- Rigid plastic box
- Vinyl bags
- Mesh bags
- Film bags with headercards
- Plastic trays
- Clamshells/blisters
- Shrink wrap or film
- Mono and multi-material flexible packaging
- Plastic tubs
- Blister cards
- Disposable plastic hangers

DISCOURAGED MATERIALS IN PACKAGING

Materials and elements that are detrimental to recycling or not recycled in practice

Conventional Materials
- PVC, Polystyrene (PS) and EPS (Foam)
- Acrylic
- Black plastic

Alternative & Compostable Materials
- Bioplastics (unless in specific, pre-approved cases)
- Biodegradable additives
- Materials that require industrial composting

Printing
- Complete metallized printing
- Plastic (polymer) treatments on paper

Fasteners
- Plastic wire ties, tabs & elastics

Attachments and Adhesives
- Metal magnetic closures, electronics, hot melt adhesives, plastic/metal embedded in paper

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FRANCHISE/PROPERTY-SPECIFIC LEGAL LINE

The following legal notice must appear on all products, packaging (including hang tags, if applicable), advertising, and promotional materials, unless otherwise designated by Disney:

©Disney

Note: All packaging must include the Franchise specific legal line in Inspire Medium. - CC870061.zip
Legal copy should never appear smaller than 6pt type when viewed at 100% size.

FRANCHISE/PROPERTY-SPECIFIC URL

The following URL notice must appear on all products, packaging (including hang tags, if applicable), advertising, and promotional materials, unless otherwise designated by Disney:

www.disney.com

Note: All packaging must include website information in Inspire Medium. - CC870061.zip
URL copy should never appear smaller than 6pt type when viewed at 100% size.

FONTS

Use for product title:

Inspire Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

PRODUCT NAME

Front Product Name should be white.

PRODUCT NAME

Back Product Name should be black.

Use for product description and copy:

Inspire Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

Use for legal copy:

Inspire Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; ( ) ! @ ?

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